

The AI6 logo is positioned in the top left corner of the image. It consists of the letters 'AI6' in a bold, white, sans-serif font.The background of the top section is a photograph of two models. On the left, a woman with long brown hair is wearing a dark, long coat over a light-colored turtleneck. On the right, a man is wearing a dark, hooded jacket over a checkered shirt and light-colored trousers. The background is a plain, light grey color.

Fashion brand inspired by the sea and lagoons of Venice to conquer hearts around the world  
Strategy / Marketing Automation / Facebook ADV

## The Barena Venezia Story

Italian luxury brand turned to us for strategy and martech to grow their online business and increase customer retention.

Barena Venezia, a family-owned luxury fashion company has significantly influenced the way men and women dress over the past twenty-seven years: casually and with class utilizing sartorial fabrics for rather sporty, workwear garments. In addition to selling in high-end multi brand stores across Europe, the US and Asia the brand opened its online store in 2020.

*As many ecommerces at an initial phase, they aimed to increase their traffic, customer database and ultimately the number of sales acquisitions. As a secondary goal they aspired to increase the customer retention by transforming one-time buyers into loyal, returning customers and, growing the company's online revenue.*

Following a thorough strategic assessment and analysis with our senior strategist the Marketing Automation team has prepared the tactics for the 2 primary objectives: customer acquisition and retention. They set-up a powerful marketing automation tool, implemented 7 automated email campaigns and an ADV campaign in English and Italian.

*Marketing automation, if combined with the right strategy is a powerful and efficient tool that allows the customer's marketing team to focus on the creative content.*

It also allows you to segment the customers so they receive relevant, personalized mails instead of boring or even annoying messages. And finally top management can measure the efficiency and profitability of each campaign.

Barena Venezia has achieved outstanding results in a record time with the help of our team. In just 5 months their database has increased by 162%, their orders by 117% and their monthly online sales by over 54%. Their secondary goals have also been reached: the number of returning customers started to increase (+6%) and the website's conversion rate has increased by a mindblowing 0,3%. And this is just the start.

**+162%**

database

**+117%**

number of orders

**+54%**

monthly online sales

results achieved within first 5 months



*"We started to collaborate with AI6 when the pandemic reached our major foreign markets and the lockdowns began to affect the retail sector in a devastating way. Accelerating our online business was crucial to compensate for the financial losses, and to avoid losing our loyal customers. Thanks to marketing automation and AI6's integrated strategic approach we have grown our database by over 160% and increased our conversion rate drastically in just 6 months."*

*Giovanni Zara CEO, Barena Venezia*

About AI6: We are a group of highly skilled marketing professionals who listen to customers' pains, are able to interpret their data and understand their business objectives. We develop technologies and integrate our services into solutions, tailored for our customer needs to boost their digital maturity. Ultimately we are passionate about making our clients successful in the short and long run.